



Digitalisierung mit der SAP

- der Weg zur Intelligent Enterprise

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PUBLIC



The Digital Era is **Evolving Into the Intelligence Era**

Mainframe and PCs
1960s – 1980s



Industrial Automation

Transistors and silicon revolution
Large-scale mainframe computing adoption
Emergence of PCs
Plant floor automation

Client Server and Internet
1990s – 2000s



Business Process Automation

- Widespread PC adoption
- Broadband Internet
- ERP and business process technologies

Cloud, Mobile and Big Data
2000s – 2010s



Digital Transformation

- Mobile and smartphone ubiquity
- Cloud computing
- Social networks
- Big Data

Intelligent Technologies
2010s – 2020s



Intelligent Enterprise

- Machine learning and artificial intelligence
- IoT and distributed computing
- Blockchain

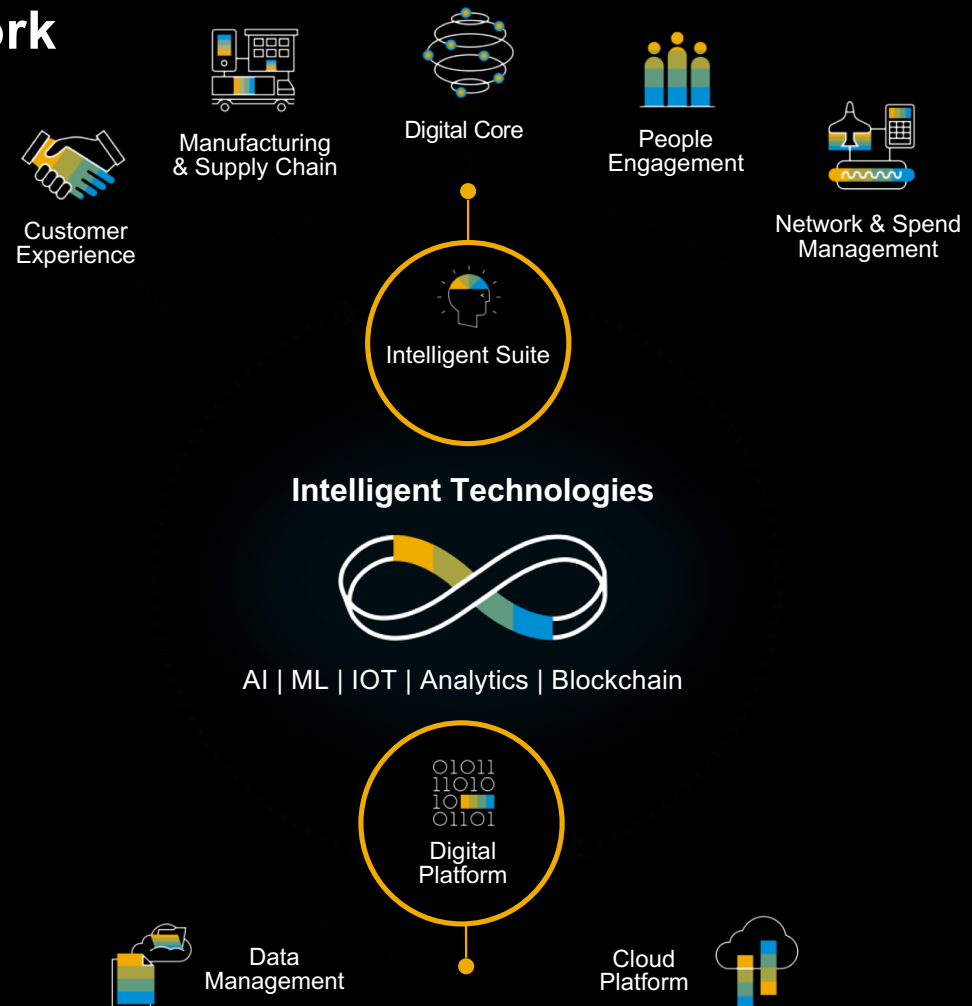
The **Intelligent Enterprise** Framework

The Intelligent Enterprise
features **3 key components**:

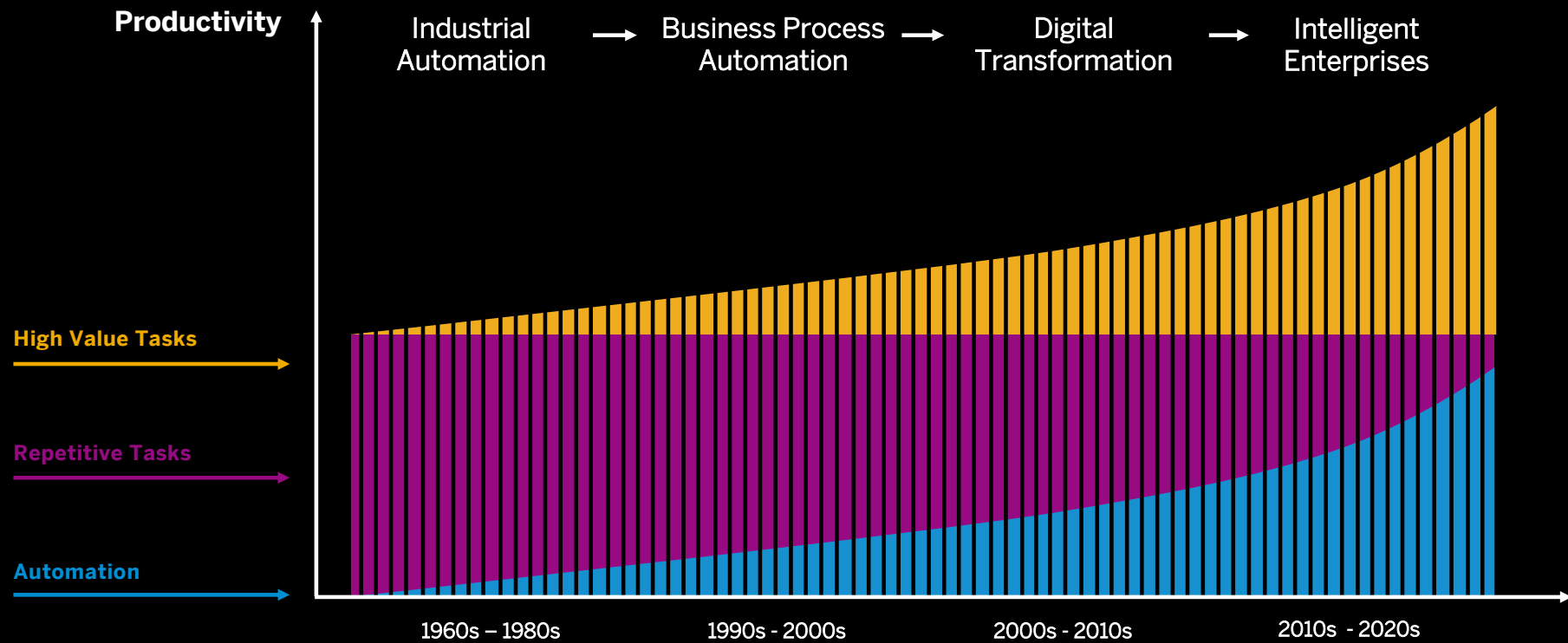
1 Intelligent Suite

2 Intelligent Technologies

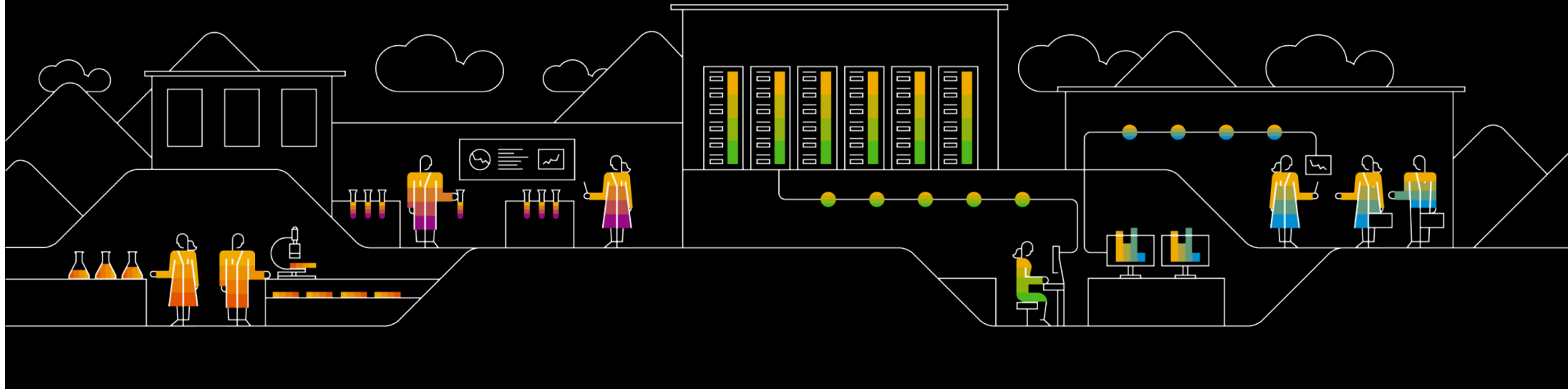
3 Digital Platform



Intelligent Enterprises elevate employees to focus on higher-value tasks



Digital Transformation with SAP Digital Business Services



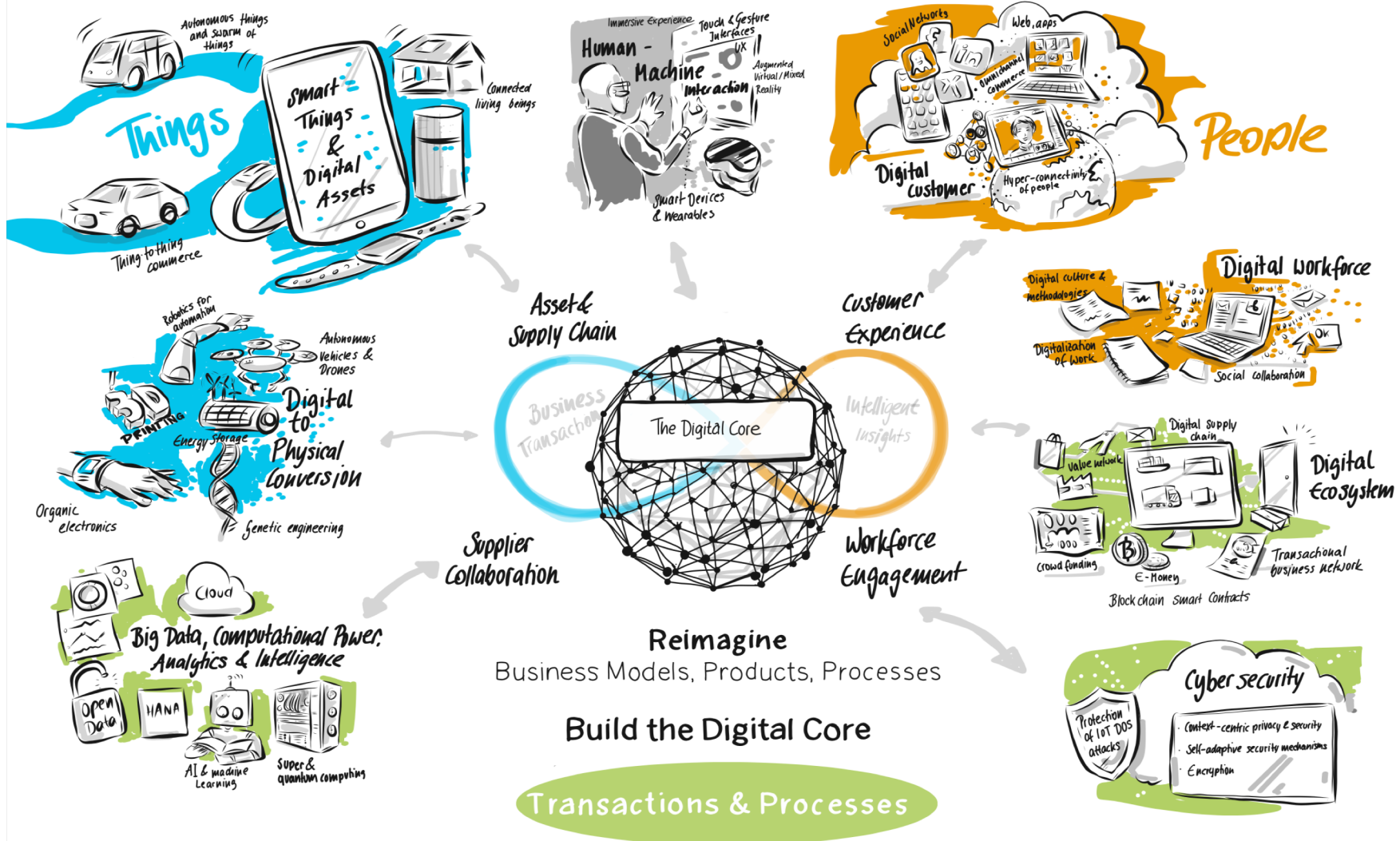


How to become agile?

How to win with digital??

Can we survive?

Digital Triangle: Digital Transformation is driven by a nexus of technologies hyper-connecting **People**, **Things** and **Transactions**.

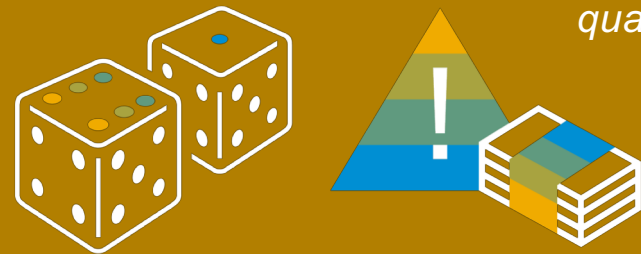


Digitalization & globalization hugely increase the role of new products and new markets (agile quadrants)

New Products



Agile quadrants



Existing Products



Tayloristic quadrant



Existing Markets

New Markets



Think & Act like a startup

Mindset Change

- **NOPA: Networked, Open, Participative, Agile**
- **Customer validation (internal & external)**
- **Data-driven approach**
- **Embrace digital native**

&

Organizational Change

- **Digital Transformation Programs**
- **Innovation Labs Approach: prototypes / speed boat projects & intrapreneurship**
- **2-speed IT (keep lights on + innovation)**

How Did We Transform Ourselves into **Design Led Company**?



2004

First Design Thinking in SAP



2005

d.school



2010

APPHAUS



2013

Fiori UX



2014

Design and UX across SAP



reddot design award winner 2015

2015

UX & Design Recognition



2016

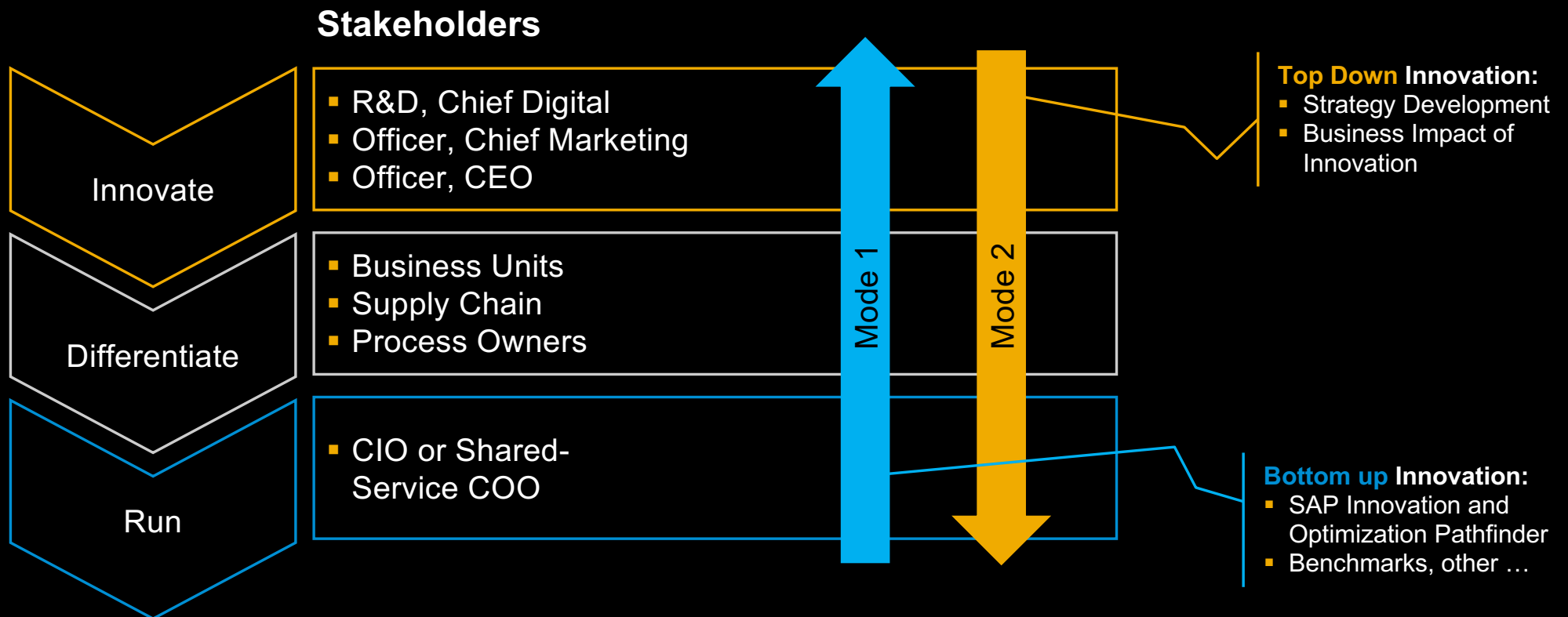
Apple + SAP Design Experience



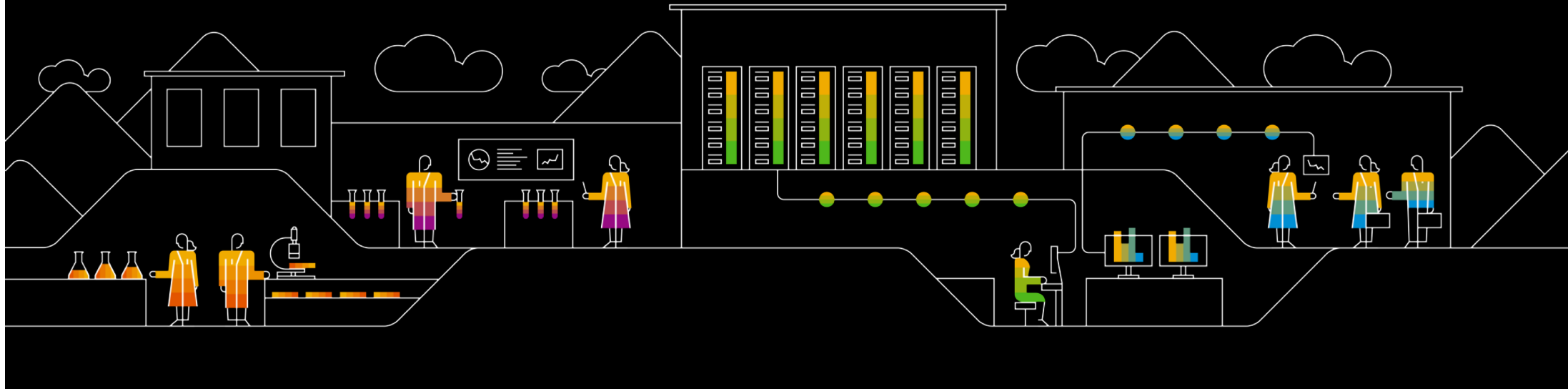
2018

Intelligent Enterprise & Innovation

Digital Transformation requires to work on both: Top down **and** bottom up innovation!



Digital Studio



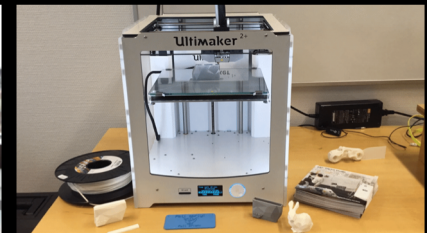
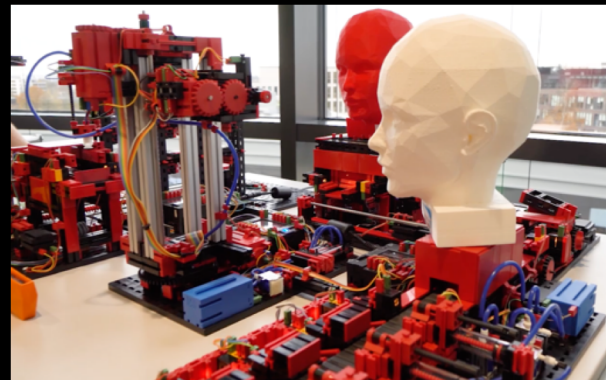
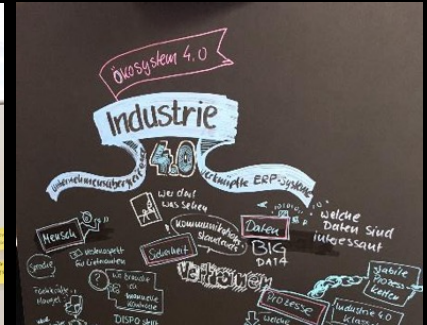
The background of the image shows a person's hand reaching out to touch a glowing green sphere on a digital interface. The interface is a grid of lines in red, green, and blue, forming a curved, dome-like shape. Numerous small, dark, circular markers are scattered across the grid. The text 'DIGITAL STUDIO' is prominently displayed in the center in a bold, yellow, sans-serif font.

DIGITAL STUDIO

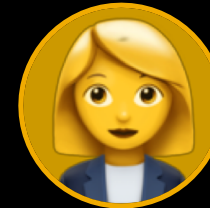
Make Digital Transformation &
Internet of Things **Tangible**

Experience Digital Transformation

- Digital Strategy - Digital Culture - Design Thinking – Business Thinking
- Prototype – do not Powerpoint! - Create cool Business Stories
- Tangible Technology: IoT, Blockchain, Machine Learning, 3D Printing, VR/AR, Big Data, Digital Twin, Segment of One and many more



- Design Thinking -



- Business Thinking -

Design Thinking

WHY?



Digital &
Agile
Methods



Design
Thinking
→ relevant ideas

SCRUM
→ Project Organization

Digital Culture



Performance Teams



→ Ecosystem
→ Crowd

UNIVERSAL PROBLEM SOLVING Methodology



- Video
- Speaker
- UVA %
- Panic
- Detection
- Management
- System
- Sport
- Wellness
- Facilities

Mostly
START FROM
FUZZY
IDEAS

Challenge:
efficiently & effectively
SOLVE
CLIENTS PROBLEMS

PEOPLE only
See the FORM -
NOT the THINKING
- behind -

HOW?



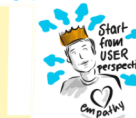
10 Persona
Innovation Matrix
Journey MAP
SDB Ecosystem
Business Modell

Perfect all
perspective team

creative
flexible
SPACE

Process

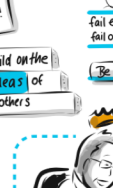
13 Design
Challenge
→ describe the
problem



16 Level the
playing field

17 Dialects
Designer Thinking
Business Thinking
Software Development
UX

Mantras



LoB



WHAT?

IDEAS LOADING %

18 Accelerate
- MRA &
Carve - out



20 Digital
Manufacturing

21 Selling
Insurances



23 Street
Lamp

24 Equipment
Management



26 IoT
for
Smart Office

27 Marketing



28 Finance

29 Sales



30 Services

31 Product
Development



32 R&D

33 Ecosystem
Collaboration



34 Digital
Strategy

35 HR

Digital Studio drives business through transformative experiences

Key Elements



**Showroom &
Design Thinking Space**



Stage for Digitalization Storytelling
collection of business-driven
demos & showcases



Expert Team of Digital & IoT
strategists, business prototypers,
developers, designers, data scientists

Target Groups



Customers / External:
CDOs, Digital Teams,
Innovation Hubs, LoBs ...



SAP internal:
Consulting, Sales,
Developers ...

Key Offerings



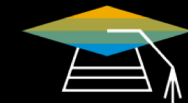
**Business Impact of Digital
Transformation & IoT:**
Strategy Development



Prototyping Factory:
Development of Business Stories
& Rapid Prototyping



Inspiration Sessions:
OpenSpace, Barcamps, Design
Thinking, Hackathons



Trainings for SAP
internally and **Enablement
Workshops** with Customers

Thank you.



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SUSTAINABLE DEVELOPMENT GOALS





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